Pro Training

2017

About this Training

What You'll Learn

During this training, you'll explore:

- The Pro role
- Why research matters to your role
- How to research current and emerging technology
- How to provide customer solutions through the many products and solutions within the Apple ecosystem
- How to share your knowledge of technology and Apple products with both customers and your team

Before you Begin

Before you begin, register your participation to help us understand how you use this training.

Register

Learning Sequence

Use this guide for both self-guided study and trainer-led experiences. You can complete the Advanced Storytelling module before you begin this training or after you complete the "Your Role" module.

Begin with the Research challenge, then create a plan to complete the remaining challenges.

Training	Time
Advanced Storytelling	2h
Your Role	1h
Research	1h
Challenges	Ongoing
	Total 4h+

The modules Your Role and Research are both in this document. You can find Advanced Storytelling in RetailMe Materials.

Resources

You'll need access to RetailMe.

Your Role

The Pro Role

Goal

Identify the Pro role's tasks and activities.

Time

15m

Steps

1. Download the job description from RetailMe.
2. With a partner, generate a list of everything Pros are expected to do in their role.
3. Use the list to group similar items into categories.

Your Role

The Pro Role

Discussion Questions

- How would you summarize what Pros do?
- What ways can you learn about new technology that help you to be successful in this role?
- What skills will you need to improve to be effective in your new role?
- Can you prioritize your list? What are the most important aspects of your role?

If another Pro isn’t available, arrange to talk to a peer at another store in your market.

Reflection

After your discussion, begin an Exchange Journal entry in which you reflect on the conversation and your new role.

Your Role

Expert vs. Pro

Goal

Using the job descriptions for the role, differentiate between Experts and Pros.

Time

30m

Steps

1. Search RetailMe for the job description of the Expert and Pro roles.
2. Talk with a leader about the expectations for the Pro role.
3. With a partner, compare and contrast expectations for Experts and Pros.
4. Group the tasks on your list into three categories: Experts Only, Both, and Pro only.
5. Consider some of these topics in your discussion:
   - What type of knowledge you're expected to have
   - How you communicate your knowledge to the store teams and to customers

Discussion Questions

- What aspects of the lists are surprising?
- What do the lists indicate about the need for broad knowledge at Apple?
- How could you summarize the difference between the two roles?

If another Pro isn't available, arrange to talk to a peer at another store in your market.

Your Role

Pro Inspiration

Goal

Identify ways that Pros can inspire their customers, provide simple solutions to complex problems, and support other team members.

Time

15m

Steps

1. Reflect on what you know about the Pro role, and the conversations you've had so far about your new role.
2. Identify words that you think will be helpful in creating an inspiring learning environment for our customers—and team members—in the store. Create a list of three to five words.

Discussion Questions

Find a peer to discuss these questions:

- Based on your list, what actions will inspire both customers and other team members?
- How will your inspiration lead to creating owners?
- Which actions would be most effective? Why?

Follow up

Create a short plan on how to implement two actions in the near future. Identify the problem you're solving, the characteristics of success, how best to accomplish the action, and who needs to be involved. Consider using Exchange Journal to document your plan.

Research

Looking for the Best Information

Importance of Research

Research is your deliberate and thoughtful investigation of materials and resources to establish facts.

With research you can:

- Discover new knowledge
- Change or broaden your perspective
- Confirm facts

Importance of Research to Your Role

Research has specific meanings in other contexts, like science, but for the Pro role, *research* is about fact-finding to understand the competitive landscape—and being able to communicate the information you discover to the store team and to customers.

Your research should help you to:

- Understand competing technology and services
- Stay to up to date on emerging technologies
- Be aware of the non-Apple products that our customers enjoy, so we can introduce them to similar products in the Apple ecosystem
- Meet customers where they are, because some customers have already done their own research before visiting our stores.

What You Should Research

Technology continuously evolves, and your research will continue after the challenges of this training are complete.

- Challenges will lead you to the first technologies and services to research
- Current business priorities, determined by your store leader, or other direction, will drive some of your ongoing research
- Your conversations with customers might inspire you to research new topics
- Breaking news of new technology, including Apple product announcements, might determine what your ongoing research will be.

Lominger Competencies that Support Research

Business Acumen: Knows how businesses work; knowledgeable in current and possible future policies, practices, trends, and information affecting his/her business and organization; knows the competition; is aware of how strategies and tactics work in the marketplace.

Functional/Technical Skills: Has the functional and technical knowledge and skills to do the job at a high level of accomplishment.

Research

Types of Content You Might Find

When you start your research for the challenges, and while you continue to learn throughout your career, you'll encounter many types of websites. Each site offers different types of information, so you can consider what you're trying to learn, and how you're going to present the information to determine which site to use for information.

Discovering your information from reliable and reputable sources is extremely important. Using biased or bad information can undermine your credibility and send a negative message to our customers

Advertising

Advertising websites show you the best features of a product, and are often presented with music or emotion-evoking imagery to help consumers understand how a product or service fits into their life, or could help them aspire to a better version of themselves.

Advantages:

- Helps you understand the emotional attachment a customer might have to a product or service
- Helps explain how customers engage with a device

Disadvantage: Finding facts and specs for a direct comparison can be difficult.

News Articles

Major news outlets often report on technology. Good journalism presents unbiased, fact-based information.

Advantages:

- Generally unbiased
- When you find a journalist you like, you can look for other content that person has written
- Well-written articles generally cite multiple sources for information

Disadvantages:

- Sometimes an article presented as news is really an opinion article You must ensure that the news outlets you view have legitimate reporting, and aren't merely rumor sites

Research

Types of Content You Might Find (cont.)

Industry-specific Sources

Technology blogs, video reviews, and podcasts are common ways to learn about new products and emerging technologies. Entire websites are devoted to specific types of technology, and video blogs review many kinds of accessories.

Advantages:

- Many sites available
- Multiple formats make gathering information interesting
- Some sites compare products and services for a more balanced look

Disadvantages:

Difficult to determine whether a source is reputable
Many sites present opinions, which is fine, but you must find facts to support those opinions

Apple Websites

Apple.com has always been your first resource for products and services. Use the Apple website for press releases and information on company values. You can also find information on appleweb.apple.com for in-depth articles about products and culture.

Advantages:

- A reliable, familiar source
- You can feel confident sharing any part of www.apple.com with customers
- Great place to start for comparisons of products and services

Disadvantage:

Your familiarity with the site might have you overlooking some of the depth of information

Research

Types of Content You Might Find (cont.)

Sponsored Articles and Informational Advertising

Informational advertising is an article, or other long-form text, that appears to be a news article, but is actually an advertisement in disguise, written to highlight only the best features of a product or service without any objectivity. Sponsored articles on technology blogs are written with similar intent. Sometimes bloggers inform you that the article is sponsored—meaning they were paid for writing it, or that they received free products in exchange for their review.

Advantage:

You might be able to connect with your customer if this type of media is where they're receiving their information.

Disadvantage:

This type of media is generally biased toward the product being discussed—and getting solid facts is more difficult without objectivity.

Original Manufacturer Websites

To find original content for a product or service, check original equipment manufacturer (OEM) websites. The information is another form of advertising, but you can often find more in-depth information, including a product's technical specifications.

Advantage:

Often searchable, you can find specific information you want to compare—for example, how many megapixels in a forward-facing camera, or the amount of cloud storage available for a monthly fee.

Disadvantages:

- Manufacturers don't always categorize their products the same way Apple does.
- Not all manufacturer websites have the same level of information.
- You might need to search customer care sites for more information.

Research

Types of Content You Might Find (cont.)

White Papers and Industry Journals

You might find links for these more scholarly papers during your research.

Advantage:

- Deeply technical information
- You might be able to find complex thinking on industry-wide technology, like using technology in the classroom setting, or how wearables change individual habits

Disadvantage:

- May be too technical, with content that isn't as easy to share with most customers
- Content can be broad, without specific ties to Apple products, leaving you to make those connections.

Learning from Customers and Peers

We learn a lot from our peers and customers, especially when someone has a specific passion—and has spent time focusing on that area.

Advantages:

Peers are a trusted source of information.

- Customers and peers may show their deep enthusiasm, so their presentation can be interesting.
- These conversations might introduce you to an original source of information, like a technology blog, or news article where the person initially found the information.

Disadvantages:

Enthusiasts often show deep bias toward the products that have worked well for them.

- You might need to verify information with research.

Research

Research Discussion

Goal

Discuss what you learned about the importance of research, and the different ways to access information.

Time

15m

Discussion Questions

Find a peer to discuss these questions:

- Reflect on how you previously searched for information on Apple and competitive products. After you learned about different types of online sources, what will be different now in how you search for knowledge?
- Which types of resources do you already use? In the future, what additional resource will you use?
- Discuss the benefits and risks of using different types of resources to gain knowledge about products.

Research

Presenting Our Discoveries

Having a lot of information can help your confidence. Looking around a store and knowing how our products and services compare will help you present amazing solutions to your customers, and offer good suggestions to your peers as they navigate their own customer engagements

Sharing Strategies

Each of the challenges in this training has a strategy for sharing information, but consider these general aspects when you share your research.

Sharing knowledge with customers:

- Let your customer guide how much you share about competitive solutions—if your customer doesn't mention competitors, you also don't need to mention them.
- Begin by being objective: listen to your customer's description of a product, then try to understand why the customer considers it to be appealing.
- Ask probing questions to determine how they're using that competitive product or service.
- Present simple points for comparison, like amount of storage, to begin to share an Apple solution.
- When you discuss emerging technologies, don't speculate about Apple's plans, and instead discuss the current technologies or general industry trends.

Sharing Knowledge with Peers:

- With your leader, discuss how your research and what you learned should be applied to interactions with store teams and your customers. Determine the best time and place to share information.
- Remind your peers that we don't speak poorly of our competitors—we share facts.
- Discuss how to approach the conversation when a customer visits with a competitive product.
- As you learn about credible resources, share your knowledge with your peers.
- When you share information with the store teams, you elevate everyone's knowledge.

Research

Presenting Our Discoveries (cont.)

An Informed Opinion

- Continue to build your critical thinking skills by evaluating each piece of information you research, and how it aligns with the knowledge you already have.
- Your knowledge of features and benefits, technical specifications, and customer care options will now enable you to help customers understand “total cost of ownership.”
- Understanding emerging technology doesn’t mean speculating about future Apple products, but you can discuss emerging technology in a general sense, because you’re considered a trusted resource for technology information.

Challenges

Overview

What are Challenges?

Challenges in this training are experiences that provide value to your whole team while enabling you, as a Pro, to be immersed in a particular subject. Each challenge connects to the spirit of the Pro role and its responsibilities.

All challenges include a chance to share what you've learned during your experience with other team members, then engage in active discussions. You'll share stories, knowledge, and creative vision—and help the team create solutions and expand people's knowledge.

Work on your challenges over time, but be careful not to neglect other responsibilities.

Challenges:

- Should be attempted only one at a time
- Can be completed in any order— though some might seem more complex than others.
- Require learners to use good time-management skills to stay on track
- Require awareness of store needs to determine the next challenge
- Should be done after you complete the Advanced Storytelling modules

Time Management

While you're completing this training and continuing your research to support your role, you must track how much time you spend on these tasks.

Managing your time can be more difficult in situations where the learning is open-ended, so with the time you're given each week, create specific goals to keep yourself on track.

If you have questions about time-management skills, talk with a leader about other resources, such as the *FYI* book.

Definition of "Product"

When you hear the term "Apple product," what do you think of? iPhone? MacBook? What about Apple Music? When you think of Apple products, always consider hardware, software, and services. From iPhone and headphones to AppleCare, and the App Store, creating a complete solution for your customers requires you to think about all the products that Apple offers.

Challenges

Research

This challenge helps you discern between the different types of media that you'll find on the Internet when you research new and emerging technologies—and the competitive landscape.

Goal

Identify resources for technology comparison, product reviews, and manufacturer sites.

Steps

1. Explore Apple's website and search for press information and news articles. Read the announcements for several product releases. Remember, a product can mean hardware, software, services, apps, or operating systems.
2. Search Apple's website again to find a link to an external article about an Apple product written by a tech journalist.
3. Search the Internet for an article about the product, service, or element of design that you found on our internal site.
4. Next look for a resource that shares competitive information on that topic. You might find this on another manufacturer's website, in an article that directly compares Apple solutions to another solution, or a podcast or video review.

Lominger Competencies to Consider

Business Acumen: Knows how businesses work; knowledgeable in current and possible future policies, practices, trends, and information affecting the business and organization; knows the competition; is aware of how strategies and tactics work in the marketplace.

Informing: Provides the information people need to know to do their jobs and to feel good about being a member of the team, unit, and the organization; provides individuals information so that they can make accurate decisions; is timely with information.

Challenges

Research

Reflection

- What is the importance of gaining your knowledge from reputable sources?
- How can you use your research skills in other areas of your own life?

Sharing Strategy

Identify when, and how, to share your work. The emphasis for this challenge is to know where to find objective information that helps you understand why a customer might have interest in a competitor's product—and help you craft an Apple solution.

- Think about the types of media that you just used in this challenge.
- Talk with your peers about what type of resource you would use to help a customer who had a competitor's solution
- Make a short list of websites where you can find objective content or technology comparisons.

When you have completed this challenge, provide your feedback here.

http://surveys.apple.com/f/217190/58a8/

Challenges

Exploring Products

This challenge enhances your ability to provide your customers and teammates with up-to-date information on new products within the Apple ecosystem.

Before you begin, identify which products align with your store's goals for ownership.

Goal

Create stories that explain, and illustrate, new products in your store, along with how they might enrich the lives of Apple customers.

Steps

1. Explore products first within your area of expertise, then expand your learning to products that are less familiar.
2. Explore websites, including Apple's website, to discover new hardware, software, and services—and identify the benefits they'll bring to customers. Discover what makes the new products unique, then learn about which customers would be most interested.
3. Choose three products or services to learn more about by researching the advertising for those products, then look deeper to find the product specifications. For accessories not made by Apple, search for more information on the manufacturers' websites.

Lominger Competency to Consider

Business Acumen: Knows how businesses work; knowledgeable in current and possible future policies, practices, trends, and information affecting the business and organization; knows the competition; is aware of how strategies and tactics work in the marketplace.

Challenges

Exploring Products

Reflection

- Which benefits of an Apple product or service are most difficult for you to explain? Why?
- When you reviewed advertising and technical specifications for a product, which were easier to find? What's the benefit of learning about a product from each type of resource?

Sharing Strategy

This challenge might be best shared in smaller pieces than all at once. Consider ways to offer demonstrations to teammates—and other ways to spread your knowledge slowly over time.

- Create stories describing what you've learned, using principles from Advanced Storytelling to engage the audience. Share these stories informally or as part of a Download.
- Practice giving demonstrations of a new product. Ask a team member to be your audience and get feedback.
- Review your work with another Pro, then make appropriate modifications.

When you have completed this challenge, provide your feedback here.

http://surveys.apple.com/f/217192/4326/

Challenges

Ecosystem

This challenge enhances your ability to introduce the power and diversity of the Apple ecosystem to customers and teammates. Apple products work together—often in ways that exceed the expectations of our customers. As a Pro, your responsibility is to expand awareness of the ecosystem by suggesting solutions, providing demonstrations, and telling stories.

Goal

Create ways to introduce and demonstrate the power of the Apple ecosystem, the many synergies that emerge when customers use a range of Apple products, and how Apple products can plug in to other technology.

Steps

1. Explore core products first, and learn about how they work together.
2. Explore resources, like a technology blogs or news articles, to learn more ways that our hardware, software, and services work together.
3. Consider the many ways that third-party accessories work with Apple products and can be used as part of the Apple ecosystem.
4. Identify apps in the App Store that work across the Apple ecosystem. Consider which apps would help students or small-business customers.
5. When you're confident of your understanding of Apple products, examine the ecosystems of a competitor—and compare it to Apple's.
6. Determine ways that Apple devices and accessories can connect to these outside systems while retaining their look and feel.

Lominger Competency to Consider

Customer Focus: Is dedicated to meeting the expectations and requirements of internal and external customers; gets first-hand customer information and uses it for improvements in products and services; acts with customers in mind; establishes and maintains effective relationships with customers and gains their trust and respect.

Challenges

Ecosystem

Reflection

What's your conversation strategy when a customer:

- Is new to the Apple ecosystem
- Has one or two Apple products or services
- Has been an Apple customer across many product categories—and is exploring a new area

Which accessories connect to the widest array of Apple products?

Sharing Strategy

Review your work with another Pro, then make modifications as you start introducing these ideas to your customers—and share the ecosystem with your teammates.

Practice giving demonstrations of how various products connect. Ask a team member to be your audience and give feedback.

Discuss with your peers how to introduce the Apple ecosystem in conversations with customers.

When you have completed this challenge, provide your feedback here.

http://surveys.apple.com/f/217193/291e/

Challenges

Apple Music

Music is a passion, so present Apple Music in a way that engages your customers' love of music. How does Apple Music work with iCloud, iOS, and other operating systems? How does Apple's solution for music compare to that of other companies? This challenge requires you to answer these questions in an engaging way so that you can share your knowledge with your customers and the store teams.

Goal

You'll create a visual representation or model that explains how Apple's software and services interact to provide wide access to music for our customers. Then, compare and contrast Apple's solutions to those of at least one other music service provider.

Steps

1. Research Apple Music, iCloud, Apple software, and dedicated accessories. Use your findings to expand your understanding of the range of products and services that Apple has to bring music to our customers.
2. Choose at least one other music provider to research, then identify the similarities and differences between that provider and Apple's solution.
3. For a customer who wants to listen to music offline, compare Apple Music and at least one other music provider for the total cost of ownership.
4. Explore how a customer's personal music library is stored in Apple Music, then compare that with other music delivery services.

Challenges

Apple Music

Reflection

- What new feature of Apple Music did you discover during your research?
- How would you position Apple Music to a customer who's using a competing music app?

Sharing Strategy

Create a Keynote presentation to be shown Backstage, during a Download or a special workshop before the store opens.

- As you develop your visual representation or model, examine your work for accuracy, simplicity, and clarity.
- When your work is nearly complete, develop a strategy for sharing it with the store teams.
- Think about how to present the advantages of Apple's music services and software without referring to other companies, but be prepared to explain the differences between our products and others if your customers were to ask.

When you have completed this challenge, provide your feedback here.

http://surveys.apple.com/f/217194/55ed/

Challenges

iCloud

With the Apple ecosystem, using cloud-based solutions is easy. Understanding what's shared across devices can help customers make smart purchases for their personal and business use.

Goal

Create a quiz for your peers to assess their understanding of how iCloud works—and how to use it. Design the quiz to be memorable and fun, so that it's a positive way to build knowledge.

Steps

1. Research iCloud, focusing on how it works, ways to explain it, benefits customers might have overlooked, and resources for setup and troubleshooting.
2. Check with your peers to learn what they know—and what they don't.
3. Research cloud-based storage of two competitors, comparing price, amount of data available, and the ease of use for the customer. Understand what's stored in the cloud compared to on a device, and how content is backed up.
4. Search for an article on cloud-based solutions for customers, and another article that discusses cloud solutions for small business. What are some questions and concerns that both types of customers have?

Challenges

iCloud

Reflection

- Which features of iCloud are easiest to demonstrate?
- How are you including iCloud as part of the complete solution for your customers?

Sharing Strategy

- Create quiz questions to challenge what a learner knows, but don't try to trick your audience— this exercise is for learning. Keep your questions simple and clear. Integrate feedback into the quiz so your learners benefit even when they don't respond with a correct answer.
- Remember that the goal isn't to create the perfect assessment, but to expand your knowledge and your teammates' knowledge.
- Test your quiz informally with a peer.
- Develop a strategy for sharing your quiz with the store teams—ideally, after the quiz you'll have a discussion for questions and to share stories.

When you have completed this challenge, provide your feedback here.

http://surveys.apple.com/f/217195/b8b7/

Challenges

Apps, Gaming, and tvOS

Apple TV is the future of television. It offers a simplified, streamlined way to access thousands of media options. With the easy-to-navigate tvOS and expanding availability of apps, Apple TV enables our customers to view or listen to what they want—when they want it.

Goal

You'll create conversation starters for Apple TV to engage customers on streaming content, apps, gaming, and seamless integration across Apple devices.

Steps

1. Review www.apple.com to learn about Apple TV.
2. Research one to three competing streaming devices. Choose devices that are most common in your market. Start by visiting the manufacturer's website to see product specifications.
3. Find two articles, podcasts or short video blogs that compare streaming devices.
4. Compare Apple TV and one of the other streaming devices. Consider:
   - The variety of apps available for streaming movies, television, and music
   - The variety of interactive apps
   - The portability of content across multiple devices
   - The availability of games and multiplayer games
   - How the device engages with cable or satellite subscriptions
   - The options for customer care

Challenges

Apps, Gaming, and tvOS

Reflection

- Which features of Apple TV are easy to demonstrate in the store?
- What reason to buy Apple TV do you think is the best?
- Which features of Apple TV and tvOS are intuitive for a current iPhone user?

Sharing Strategy

- Make a list of conversation starters by asking 3–5 team members to share how they currently introduce Apple TV to engage a customer. Consider how to talk about:
  - The App Store
  - Streaming and seamless viewing across devices
  - Apple Music
  - Photos
  - HomeKit integration
  - Gaming
- Add to your list until you have 10 or more ways to start a conversation about Apple TV.
- Identify a strategy for sharing your conversation starters with the store teams.

When you have completed this challenge, provide your feedback here.

http://surveys.apple.com/f/217186/133e/

Challenges

Accessibility

Accessibility options expand our customers' possibilities. This challenge develops your knowledge of Apple's accessibility provisions, how accessibility options enable our customers to access technology, and how Apple's accessibility options compare to the features of competing technological systems.

Goal

Learn how to present and demonstrate the many Accessibility features built in to Apple products—as well as the accessories that expand their potential.

Steps

1. Begin by learning about Accessibility at Apple through www.apple.com/accessibility.
2. Learn about software solutions such as VoiceOver and Speak Screen.
3. Explore the accessories that connect with Apple products and provide access to customers who otherwise would not be able to use them.
4. When you're confident of your understanding of accessibility at Apple, study how one of our competitors addresses accessibility needs.
5. Search for a short podcast or video blog that discusses technology and accessibility.
6. Search for a news article that follows up on some aspect you learned from the podcast or video blog.

Challenges

Accessibility

Reflection

- Which accessibility feature was most difficult to master? Why?
- What are the most common accessibility features you're asked about in your store?

Sharing Strategy

- Create 3-5-minute presentations to be delivered in Downloads that highlight accessibility features of watchOS, iOS, and macOS.
- Practice presenting accessibility features and accessories for our customers with special needs. Include the short videos from www.apple.com in your presentations. Ask a team member to be your audience and give feedback.
- Review your work with another Pro to help expand your knowledge.
- Create a strategy for sharing your presentations with the store teams.

When you have completed this challenge, provide your feedback here.

http://surveys.apple.com/f/217196/9ab3/

Challenges

Apple Design

The beauty of clean, simple design sets Apple apart from other companies. This challenge looks back at Apple's design history, then looks forward into the frontiers of technology.

Goal

Design a brief Keynote presentation or video that illustrates the evolution of Apple products—and reminds us how design is intrinsic to making Apple products loved by our customers.

Steps

1. Research the history of Apple products to learn their groundbreaking nature, their marriage of art and technology, and how good design changed the experience of our customers.
2. Research technology history to review what the competitive landscape was like when Apple released products with revolutionary design.
3. Identify the major competitors Apple has had each decade—and who our current competitors are in mobile, wearables, hardware, and software.

Lominger Competency to Consider

Creativity: Develops a lot of new, unique ideas; easily makes connections among previously unrelated notions; tends to be seen as original and value-added in brainstorming settings.

Challenges

Apple Design

Reflection

- During your research, you learned a lot about design features of Apple products. Which design elements have existed in our products since the beginning?
- How have other companies replicated some of these elements?

Sharing Strategy

- Create a brief Keynote presentation or video that showcases both the physical beauty of Apple products and also how their design enabled an enhanced customer experience.
- Integrate the context of the period that the product was introduced, and what other companies were producing.
- Before you complete your project, preview it with some peers and ask for feedback.
- Create a strategy for sharing your work with the store teams.

When you have completed this challenge, provide your feedback here.

http://surveys.apple.com/f/217197/4dd8/

Challenges

Now Trending – Wearables, Smart Homes, and More

Innovation brings new technologies that fit into our current lives, or create entirely new ways of doing things for individuals and small businesses. Examine how Apple's products and services fit into the overall technology landscape.

Goal

Create short Keynote presentations highlighting current trends, how Apple fits into this area, and ways to use this information in conversations with customers.

Lominger Competencies to Consider

Business Acumen: Knows how businesses work; knowledgeable in current and possible future policies, practices, trends, and information affecting his/her business and organization; knows the competition; is aware of how strategies and tactics work in the marketplace.

Informing: Provides the information people need to know to do their jobs and to feel good about being a member of the team, unit, and the organization; provides people information so that they can make accurate decisions; is timely with information.

Steps

1. Research the status of new products within a specific area, such as: mobile devices, networking, smart-home convenience, health and fitness, wearables, and smart televisions. This list is not inclusive of all possible trends to research.
2. Partner with leadership for help in choosing a trend to research that will be valuable to your store teams. You might want to review multiple trending products.
3. Your research should address:
   - What developments are expected?
   - Which companies are most involved?
   - Why is this trend important?
   - What is Apple's role?
   - What questions are customers already asking about this trend?
   - Can this trend help small business become more efficient? How?

Challenges

Now Trending – Wearables, Smart Homes, and More

Reflection

- How has your life changed with the increase in wearable technology and automation in the home?
- How difficult was incorporating these new technologies into your life?

Sharing Strategy

- Create a short Keynote presentations or video for each trend you researched.
- Before you complete your project, preview it to your peers and ask for feedback.
- Identify when to share your presentation or video with your teammates.

When you have completed this challenge, provide your feedback here.

http://surveys.apple.com/f/217198/10f4/

Challenges

Privacy

Our customers are rightfully concerned about privacy, Internet security, and identity theft. Apple has taken a strong stance to protect customer data.

Goal

Learn how Apple protects the security of our customers, how Apple's policies compare to other companies, and which purchases might provide your customers with improved security.

Lominger Competency to Consider

Integrity and Trust: Is widely trusted; is seen as a direct, truthful individual; can present the unvarnished truth in an appropriate and helpful manner; keeps confidences; admits mistakes; doesn't misrepresent for personal gain.

Steps

1. Go to support.apple.com to look for customer support on privacy and security settings.
2. Research:
   - What are viruses, worms, and phishing?
   - How can customers use security settings on their devices to ensure privacy?
   - What security features does iCloud have?
   - What software and accessories are available to enhance privacy?
   - How does Apple Pay protect customers' privacy?
   - Which features protect children's privacy?
   - How do Apple's security measures compare to competitor's?
   - Should customers purchase third-party security software?
3. Search Internet news sources to find two recent articles about technology privacy, and determine how Apple might be addressing those concerns.
4. Research Apple Pay and at least one other payment service to determine how each company safeguards customer data during payment.

Challenges

Privacy

Reflection

- How important is privacy to your customers?
- Think of when you had a customer who had a privacy concern—how did you help that customer?
- What do you know now that would have helped the conversation with that customer?

When you have completed this challenge, provide your feedback here.

http://surveys.apple.com/f/217199/7f9f/

Sharing Strategy

- Create quick presentations that showcase Apple security features, and determine when to share your research.
- Discuss Apple Pay with your peers, including different ways to present Apple Pay to customers.

Challenges

Support Services

Apple's commitment to our customers doesn't end with a purchase—it begins. Whether customers have questions about how to use their device, or something doesn't work as expected, Apple must repair the relationship.

The success of iPhone and other Apple devices isn't limited to their amazing design, it also depends on the value of Apple support, including the Apple Support app and AppleCare products.

Goal

Gather information and stories about how Apple support options can be used in conversations with customers or leveraged to help customers select a complete solution.

Steps

1. Research the many support options available to our customers.
2. Compare Apple support and one other technology company. Explore:
   - Whether finding customer support options is easy
   - What kind of support options are available—self-service, apps, in-store, or online
   - Support solutions for business customers
   - Repair options—both in-store and offsite.

Lominger Competency to Consider

Listening: Practices attentive and active listening; has the patience to hear people out; can accurately restate the opinions of others despite disagreement.

Challenges

Support Services

Reflection

- How does Apple's strong customer support provide value for our customers?
- How do you introduce various support options to customers, and which resource do you suggest most often? Which resource could you suggest instead?
- Think of when you needed support with a non-Apple product or service. What challenges did you have in finding the information you needed to solve the problem?

Sharing Strategy

- Talk with several team members about their experiences with guiding customers through their support options.
- Identify the multiple ways that customers can get support—both on their own or with our help—and ask other team members about which customer support options they've personally used. Ask which options they've recommended to customers.
- With a leader, identify which support options aren't widely known, and share information with team members to increase the teams' knowledge.

When you have completed this challenge, provide your feedback here.

http://surveys.apple.com/f/217200/5420/

Challenges

Education at Apple

Education has always been a part of Apple, and we support learning in our hardware, software, and special programs. Everyone in the store connects to education is some way, and many customers are directly involved. Learning about how Apple supports education can be a way to deepen your conversations with customers and uncover new chances to create owners while supporting your community.

Goal

Study the many ways Apple supports education, then find ways to introduce what you learned to your peers.

Steps

1. Research how Apple works to support education:
   - How does Apple support teachers?
   - How does Apple support students?
   - How does Apple contribute to the community by supporting schools?
   - How do Apple competitors support education?
   - What software—such as Swift, Classroom, and iBooks Author—supports learning?
   - Which accessories would be most valuable to teachers or students?
   - How can schools systematically deploy Apple devices across a network? What resources can we provide to our customers?
2. Search for an article or podcast about Apple and also one about a competitor that discusses emerging ways that education customers are using technology.
3. Identify how Apple is involved in your local schools.

Challenges

Education at Apple

Reflection

- How was technology a part of your own education?
- What are similarities between helping an customers with education needs and customers with business needs?

Sharing Strategy

- Discuss with your peers how technology was used in their classrooms.
- Which technology partnerships did their schools or universities have to support student technology needs?
- Identify when, and where, to share with the store teams what you learned about Apple's involvement with education in your community.

When you have completed this challenge, provide your feedback here.

http://surveys.apple.com/f/217201/8986/

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